

**Governor's Interagency Coordinating Council for the
Prevention of Alcohol and Other Drug (AOD) Problems
Governor's Prevention and Advisory Council (GPAC)
July 25, 2013, 9:30-12:30pm**

MEETING MINUTES

The forty second meeting of the Governor's Prevention Advisory Council (GPAC) convened at 9:30 a.m. on July 25th, 2013, at the Department of Health Care Services. These minutes provide a summary of the discussion and the decisions made during the GPAC meeting.

INTRODUCTIONS

Laura Colson, Department of Health Care Services, opened the meeting by welcoming members and proceeded with GPAC member introductions.

Mary Strode, Department of Public Health (DPH), announced that the 2013 Youth Tobacco Use survey is complete and new data reveals that tobacco use continues to decline among youth.

Major Jeff Moore, California National Guard, announced that the California National Guard program is continuing to implement the Teen Leadership Summer Program at a number of college campuses and other venues. In August, the program will be offered at California State University, Sacramento. The Teen Leadership Summer Program continues to support youth development through their work with Friday Night Live chapters, supporting multiple youth conferences and developing new coalitions. A new project to support local efforts, in collaboration with the Army Corps of Engineers, will develop community mapping tools with the goal to recruit communities to use this valuable assessment tool.

Tom Herman, California Department of Education (CDE), announced that CDE is focusing on efforts to prevent youth tobacco use. CDE is also working with Safe and Healthy Schools grantees to revise the California Healthy Kids Survey (CHKS) to include measures for school climate and the use of e-cigarettes. CDE applied to the U.S. Department of Health and Human Services (DHHS) for a Safe Supportive Healthy Students grant to address student access to mental health, early childhood education and other components and will target three communities. CDE is continuing prevention efforts to address bullying in schools within legislation to ensure student safety in schools. The Bureau of State Audits is currently auditing the CDE's efforts to implement Assembly Bill 9.

Ray Murrillo, Office of the Chancellor, California State University (CSU), announced that the Board of Trustees recently received the Office of the Chancellor's annual alcohol prevention report. Over thirteen years of data collection reveals that the

percentage of underage drinking has flattened out, the use of designated drivers has increased, and self-limiting the number of drinks also increased.

John Carr, Department of Alcoholic Beverage Control (ABC), announced that ABC recently facilitated a three-day training for 81 law enforcement agencies and 150 officers through the Grant Assistance Program. Decoy operations and partnering with the media to bring visibility to the decoy operations is continuing.

Cheryl Adams, Department of Rehabilitation (DOR), stated that DOR's mission is to provide services that help people with disabilities become employed.

Pat Arivizu, California Highway Patrol (CHP), is currently working to provide training to officers on how to effectively use the ignition interlock system. A training video is planned. An ignition interlock system requires driving under the influence (DUI) offenders to perform a breath test every time they attempt to start their vehicle. The system requires breath tests while the DUI offender is driving, to prevent another driver from starting the car and then allowing the offender to take over if they have alcohol in their system. Interlock systems report any and all violations to the offender's probation officer or judge.

Paul Oliaro, Office of the Chancellor, California State University, announced that the alcohol and other drugs (AOD) conference at Chico State was attended by 275 participants from the CSU and University of California (UC) systems. The conference provided the opportunity for students to share information about what's going on at the campus level and learn about new research and information related to AOD use, risk, and its impact on college students.

Steve Wirtz, DPH, stated that DPH was represented at a recent national conference and he consulted with Dr. Stephen Bright on how to best respond to issues being brought up at a national level regarding poisoning and prescription drug issues.

OPENING REMARKS

Laura Colson offered a number of updates.

- The Department of Alcohol and Drug Programs' functions were officially transitioned to the California Department of Health Care Services (DHCS) on July 1, 2013. The former Department of Alcohol and Drug Programs (ADP) is now under Mental Health and Substance Use Disorders (SUD) Prevention, Treatment and Recovery Services, and will be overseen by Karen Baylor. Ms. Baylor has worked for 30 years in the behavioral health field, previously with the County of San Luis Obispo. She will come on board on September 2, 2013. Initial activities for the Prevention Services Branch include working collaboratively with the DHCS Director's Office to incorporate functions into the DHCS Quality Strategy in order to elevate the importance of AOD prevention.

- The Office of National Drug Control Policy released its annual National Drug Control Strategy for 2013. The Strategy provides a review of the progress made over the past year to reduce drug use and its consequences. A link to the National Drug Control Strategy was provided in the GPAC meeting announcement email. Some highlights of prevention efforts in 2012 include:
 - Fifteen Substance Abuse and Mental Health Services Administration (SAMHSA) grants were awarded totaling \$42 million to address underage drinking and prescription drug use among high-risk populations through the Strategic Prevention Framework Partnerships for Success II grants;
 - The Administration provided \$85 million in Drug Free Communities Support funds to support community-based prevention;
 - The National Institute on Drug Abuse (NIDA) launched a new research-based prevention tool, the Family Check-Up website;
 - The new National Center on Safe Supportive Learning Environments launched in November, 2012 to support prevention efforts on college campuses; and
 - SAMHSA sponsored the “U.S. Counties along the Mexico Border Initiative”, assisting schools, communities, businesses and prevention providers to assess needs, resources and readiness and provide culturally and linguistically appropriate services.
- At the last GPAC meeting in May, ADP’s Acting Director, Michael Cunningham, announced that we would begin compiling data for the 2012 Sober Truth on Preventing Underage Drinking Survey (“STOP Act Survey”). The survey was completed and submitted to SAMHSA. Ms. Colson acknowledged John Carr (ABC), Captain Pat Arvizu (CHP), Eric Jones (CHP), Captain Andreas (CHP), Tom Herman (CDE), Jerlena Griffin-Desta (U.C.), Jane Williams (DHCS), Margie Hieter (DHCS), and Lisa Beesley (DHCS) for submitting data for the survey. The survey was included as an attachment to the GPAC meeting announcement email.
- Following up from a member request, Ms. Colson reviewed the Statewide Prevention Outcomes, and announced that a copy of the document “Core Outcomes for Substance Abuse Prevention” was available in the GPAC member folder.

AGENDA REVIEW

Laura Colson, Department of Health Care Services

Ms. Colson reviewed the meeting agenda and referred to the GPAC meeting materials. The packet included the following materials:

- Core Outcomes for Substance Abuse Prevention
- Workforce Development Task Force Report
- PowerPoint handout for the presentation, “Moving Towards a Sustainable Prevention Workforce”

The GPAC Coordinator is exploring options to provide electronic materials in advance of GPAC meetings to reduce the amount of paper copies produced. Members were asked to ensure that their contact information is current.

PRESENTATIONS

"Count Me In! Video Presentation"

Jim Kooler, Administrator, Friday Night Live Partnership

The Prevention Services Branch served as the state liaison for an underage drinking video project administered by SAMHSA. The California Friday Night Live Partnership (CFNLP) spearheaded the project for California because of its commitment to youth development and to ensure that the project would be youth led. CFNLP's Youth Council worked diligently to complete the video project. The video was previewed at the FNL Summer Leadership Training Institute.

Dr. Kooler showcased the video to GPAC members. The video illustrated challenges that youth experience in terms of alcohol promotion, lack of parent involvement, peer pressure, community norms and social hosts. The video emphasized the importance of local community efforts and asked viewers to get involved. Dr. Kooler emphasized that the video can be used for town hall meetings to help parents and communities learn about underage drinking and engage them to work in partnership to prevent underage drinking.

"Overview of California's Healthy Stores for Healthy Communities Campaign"

Mary Strode, STAKE Act Coordinator, California Department of Public Health, California Tobacco Control Program (CTCP)

Ms. Strode's presentation focused on the Healthy Stores for Healthy Communities Campaign, an integrated ten-year retail campaign with a focus on tobacco, alcohol, and nutrition. The overarching goal of the campaign is to improve the health of Californians through changes to the retail environment. Sixty-one local health departments will work with community members on policy options and systems change objectives. The campaign is designed to be tailored by each community to meet relative community needs. Some communities have begun to implement small-scale healthy retail projects and will serve as resources for others that will be working on their campaign objectives. The campaign addresses multiple public health concerns because of its inclusion of alcohol and nutrition, and encourages collaboration with between tobacco, AOD prevention, and nutrition at state and local levels. The collaboration will ensure "silo busting," create efficiencies in program delivery, and provide the opportunity for stakeholders to develop a shared vision and course of action.

The retail environment is a complex interaction of interrelated components, including the physical environment, business agreements, marketing and pricing. Store

environments are unregulated; but new legislation will help states develop innovative policy strategies and has already gained national attention. Strategies include restriction of marketing and advertising in the retail environment and reducing the availability of tobacco, alcohol, and non-nutritious foods. Sub-goals for the nutrition and obesity components of the campaign include:

- Increasing access to healthy foods in low-income neighborhoods;
- Increasing healthy and fresh food options;
- Supporting small business development;
- Incentivizing public-private partnerships; and
- Addressing proximity of stores to schools.

The Campaign's current timeline extends to 2017, but the campaign will continue through the year 2023. Currently, the project is in the data collection phase, which will be used to create three-year tobacco control work plans. Local interventions will begin in 2014. The campaign kick-off training was held in September, 2012, "Healthy Retailers, Healthy Communities" and focused on data collection. DPH is developing numerous webinars, tools and tip sheets. A campaign brochure will be available within the month.

"Moving Towards a Sustainable Prevention Workforce: Professional Competency Training Updates"

Kerrilyn Scott-Nakai, Director, Center for Applied Research Solutions (CARS), Community Prevention Initiative (CPI)

Ms. Scott-Nakai presented an update on the professional competency trainings. The framework for the training series is aligned with the International Certification and Reciprocity Consortium (IC & RC) national standards for addiction professionals and represents a comprehensive assessment of knowledge, skills and abilities required for prevention professionals. The IC & RC standards allow reciprocity, which provides for consistency across the national workforce. DHCS is looking into credentialing standards for certification at the state level as part of their workforce development to sustain the prevention field in a time of decreasing resources.

A common understanding of a prevention foundation includes multiple theories, strategies and approaches. Standards increase accountability for performance, provide established benchmarks for staff development, and contribute to increased job security and marketable skills for professionals. A history of the development of competencies was presented. The Professional Competencies are based on standards developed by highly reputable, nationally recognized organizations, offering comprehensive, well-established, field-vetted standards. The framework for healthcare reform further validates the importance of prevention and the importance of credentialing prevention professionals.

To design the framework and curricula, CARS solicited deep and broad-based field input. The framework includes:

1. Foundational competencies
 - a. theory, sustainability, professional growth and ethics, and cultural competency
2. Core competencies
 - a. capacity building, needs assessment, data-driven planning and implementation, and evaluation
3. Specialized competencies
 - a. youth development, environmental prevention and public policy, education, and skill building

The trainings will be offered online through the CPI website. Currently, the core competency trainings have been launched, but the foundational and specialized competencies will be launched later in the year. The core competencies are consistent with the Center for Substance Abuse Prevention's strategic prevention framework process. Onsite trainings will be piloted in Contra Costa and Riverside counties with additional on-site trainings available upon request beginning in the fall of 2013. Field input will be sought on future training modules.

Next steps include the continuation of new course development and implementation, exploring other training opportunities, identifying ways to further integrate health reform readiness components and cross-system approaches, and surveying the field and integrating results. GPAC members were invited to review and provide feedback on the curricula.

Jacquie Duerr noted that there is significant value for all prevention professionals to work across content areas. Professionals in tobacco prevention, alcohol prevention and nutrition promotion all require similar competencies.

Steve Wirtz mentioned that the theories course under foundational training would be a good place to start with cross-system review. He added that a balancing act must be struck between "professional competencies" and how people in recovery will be eligible to become employed in the field. How can the prevention field gain more marketable skills and become more of a formal part of the workforce? Caution must be taken to avoid creating an access issue for people in recovery to deliver prevention services, whether they are employees or volunteers.

Laura Colson noted that the ADP/DHCS workforce task force identified adding prevention professional competencies for treatment certification so that prevention knowledge and skills become integrated into the treatment workforce. There is a need to have clinicians understand the community in which their patients try to function.

COUNCIL WORKGROUPS

Strategic Prevention Framework State Incentive Grant Update

Margie Hieter, SPF SIG Coordinator, DHCS

Ms. Hieter gave a brief overview of the SPF SIG project. The project's focus is to implement environmental prevention strategies on a local level to reduce underage and binge drinking among 12-25 year olds. The Prevention Research Center is working with communities and counties who are participating in the project to assist with planning and implementation. Evidence-based strategies are being implemented in 212 counties and communities, particularly high-visibility enforcement activities. A learning event was convened in June for the participating communities to share challenges and learning. Ventura, Redlands and Antioch presented on their projects, demonstrating the diversity within the project's implementation.

Workforce Development Update

Margie Hieter, Workforce Development Prevention Services Liaison, DHCS

Michael Cunningham, former ADP Acting Director, recommended that this task force be convened to produce a report summarizing the health reform-related changes that impact the workforce and to make recommendations about how to prepare the workforce for the changes that healthcare reform will bring. The report is not limited to the prevention workforce but also primary care and treatment. The Task Force reviewed the changes occurring at the federal level and the direction that SUD prevention is taking. There will be a significant increase in the need for services due to health reform. A greater emphasis on implementing evidence-based practice is expected. Peers will be utilized more for peer recovery support. Recommendations include standardizing credentialing, establishing a clearer career ladder, addressing staff retention issues, and increased opportunities for training. A scope of practice for specified levels of credentialing is needed in order to address standardization and establish a career ladder. More coordination of cross-sector providers is also recommended. Overall, it was determined that the current workforce capacity will not be able to meet the increased demand for services. The expansion of the capacity in the workforce is the most significant need.

A draft copy of the plan was released to stakeholders, including the County Alcohol and Drug Program Administrator's Association of California (CADPAAC). Positive comments were offered with a few minor suggestions. The overall recommendation was for a single state agency for credentialing and certification.

Exploratory Workgroup

Tom Herman, Administrator, CA Department of Education

GPAC members elected to convene the GPAC Exploratory Workgroup in June, 2013. Tom Herman described the workgroup meeting that occurred on June 28th. Attendees engaged in a dialogue about the future structure and focus of GPAC. Recurring themes were the importance of sharing best practices, the impact on all agencies of the elimination of ADP, and the importance of exercising leadership at the state level to ensure prevention remains at the forefront of overall health and well-being. The workgroup suggested a vision, mission and purpose that are similar to the existing GPAC guiding principles. A discussion ensued regarding the language of "use," "misuse," and "abuse." Dr. Wirtz suggested that the focus should be on the negative

consequences, the public cost and the harms of problem use, not the individual effects.

SUMMARY/CLOSING – Laura Colson

Ms. Colson invited member suggestions for presentation topics. She announced that the GPAC Coordinator responsibilities will be transferred to Sue Ragen. Her email address is Sue.Ragen@dhcs.ca.gov and her phone number is 916-552-8047. She thanked Lorraine Frias for her work and dedication over the past year. Lorraine will continue to facilitate the GPAC Exploratory Workgroup.

Ms. Colson acknowledged the CFNLP and the FNL Youth Council and awarded Mr. Kooler with certificates of appreciation for their outstanding work on the “Count Me In!” video project.

Ms. Colson announced that the next GPAC meeting is scheduled for Thursday, October 24, 2013.